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APR 25 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jonathan Dorfman

Application No.: 09/372,416

Confirmation No.: 1373

Filed: August 11, 1999

Group Art Unit: 2178

For: System and method for real-time bidding for
Internet advertising space

Examiner: Thu V. Huynh

INFORMATION DISCLOSURE STATEMENT**VIA FACSIMILE: (571) 273-8300**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 form. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The fee of 37 C.F.R. § 1.17(p) is submitted herewith.

Whether or not the information and references disclosed in this Information Disclosure Statement is "material" pursuant to 37 C.F.R. §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

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Application No. 09/372,416

Art Unit: 2178

In accordance with 37 C.F.R. §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 C.F.R. §1.56(a) exists.

Related Applications

The Examiner is advised that the subject matter claimed in the present application is related to the subject matter of the following applications: Nos. 10/655,549, 09/216,206, 11/675,429, 11/926,939, 11/933,080, 11/933,122.

On March 14, 2008, a non-final rejection was issued in application no. 11/675,429; on March 19, 2008, a final rejection was issued in application no. 09/216,206; and on April 23, 2008, a non-final rejection was issued in application no. 10/655,549. The rejections are for claimed subject matter similar to the claimed subject matter of the present application.

Dated: April 25, 2008

Respectfully submitted,

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman

General Manager

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